

## **REMARKS**

Claims 1 – 20 are pending in the application. Claims 1-20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Publication No. 2002/0055853 to Macleod et al. in view of U.S. Patent No. 6,341,310 issued to Leshem et al. Applicants respectfully traverse. Applicants respectfully request that the Examiner withdraw the rejections and allow all pending claims.

Applicants have amended Figure 2 to include the reference numbers found in the written description on page 9. Applicants respectfully traverse the Examiner's objection to Figure 3 since the path described on page 9 is clear from the labeling of Figure 3. Applicants respectfully submit that no new matter has been added by the amendment to Figure 2.

Macleod discloses a multimedia call center operating system that stores interactions made between clients and agents for subsequent review based upon the time of the interaction.

Leshem discloses a directed graph illustrating interactions with a Web site.

Claim 1 recites, in part, "an event modeling engine interfaced with the event log module and operable to compile the event logs as a directed graph having a node for each labeled reference, the nodes interconnected by edges derived from the time stamps to order nodes according to a temporal relationship of customer interactions in a contact session through one or more of the contact mediums."

Claim 11 recites, in part, "compiling the contact sessions as a directed graph having a node associated with each product information labeled reference, the nodes interconnected by edges, each edge associated with a user interaction at two nodes within the predetermined time, the edges defining a path between nodes for each contact session."

Macleod and Leshem cannot make obvious Claims 1 and 11 because Macleod and Leshem fail to teach, disclose or suggest all elements recited by Claims 1 and 11. For example, neither Macleod nor Leshem teach, disclose or suggest a "directed graph having a node for each labeled reference" as recited by Claim 1, or "a directed graph having a node associated with each product information labeled reference" as recited by Claim 11. Paragraph [0156] which the

Examiner relies upon as disclosing this element presents icons that allow selection of a playback of the actual interaction, not a labeled reference for a product as recited by Claims 1 and 11. Accordingly, Applicants respectfully request that the Examiner withdraw the rejections and allow Claims 1 and 11, as well as Claims 2-10 and 12-20 which depend respectively from Claims 1 and 11.

### **CONCLUSION**

In view of the amendments and remarks set forth herein, the application is believed to be in condition for allowance and a notice to that effect is solicited. Nonetheless, should any issues remain that might be subject to resolution through a telephonic interview, the examiner is requested to telephone the undersigned.

The Commissioner is authorized to deduct any additional fees which may be necessary and to credit any overpayment to Deposit Account No. 502264.

I hereby certify that this correspondence is being electronically submitted to the COMMISSIONER FOR PATENTS via EFS on May 5, 2008.

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Respectfully submitted,

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